

<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 4-19								
		<input type="checkbox"/> Other <input checked="" type="checkbox"/> Amendment Number: 000001								
Contract Number EP-C-08-010	Contract Period   12/16/2008   To   05/30/2014 Base                      Option Period Number      4	Title of Work Assignment/SF Site Name NCER Communications Support								
Contractor SCIENTIFIC CONSULTING GROUP, INC, THE		Specify Section and paragraph of Contract SOW								
Purpose: <input type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input checked="" type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance From   12/01/2012   To   05/30/2014								
Comments:										
<input type="checkbox"/> Superfund                      Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
SFO (Max 2) <input type="checkbox"/> Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
2										
3										
4										
5										
Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:				LOE:				
12/16/2008   To   05/30/2014										
This Action:										
Total:										
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:		Cost/Fee:				LOE:				
Cumulative Approved:		Cost/Fee:				LOE:				
Work Assignment Manager Name   Kathi Wiser						Branch/Mail Code:				
_____ (Signature)						_____ (Date)				
Project Officer Name   Melissa Revely-Wilson						Phone Number   703-347-0334				
_____ (Signature)						_____ (Date)				
Other Agency Official Name						Branch/Mail Code:				
_____ (Signature)						_____ (Date)				
Contracting Official Name   Camille W. Davis						Phone Number:   703-347-8523				
_____ (Signature)						_____ (Date)				
						FAX Number:   703-347-8696				
						Branch/Mail Code:				
						Phone Number:				
						FAX Number:				
						Branch/Mail Code:				
						Phone Number:   513-487-2095				
						FAX Number:   513-487-2115				

# **PERFORMANCE WORK STATEMENT**

**Contract Number EP-C-08-010**

**Work Assignment Number: 04-19**

**Title:** NCER Communications Support

**Period of Performance:** 12/01/13 through 5/30/2014

**Work Assignment COR:** Kathi Wiser  
U.S. EPA  
Office of Research & Development  
National Center for Environmental Research  
1200 Pennsylvania Ave NW  
Washington DC 20460 Mail code: 8727P

**Alternate Work Assignment COR:** Myles Morse  
U.S. EPA  
Office of Research & Development  
National Center for Environmental Research  
1200 Pennsylvania Ave NW  
Washington DC 20460 Mail code: 8727P

## **I. Introduction**

The National Center for Environmental Research (NCER) implements four unique environmental science programs: Science to Achieve Results (STAR) research grants program, undergraduate and graduate student fellowships, the Small Business Innovation Research (SBIR) program, and the P3 – People, Prosperity, and the Planet – Student Design Competition in Sustainability. The success and impact of these programs rely, in part, on extensive communications and outreach activities. This work assignment is for support for all of NCER's programs in communications activities and products.

## **II. Scope of Work**

### **A) Develop Outreach and Communication Materials**

Provide editorial and graphic support to produce various print and multimedia products that explain NCER programs, projects and policies. These products may include 6 to 12 of any of the following: reports, booklets, brochures, posters, presentations, fact sheets, press kits, information packets, business cards, postcards, advertisements, flyers, and mailings, training courses.

**Tasks:** The contractor shall perform the following activities:

- 1) Draft text from existing materials supplied by the EPA WA COR.
- 2) Edit text at different levels - substantive edit, copyedit, and proofread - as directed by the EPA WA COR.
- 3) Propose graphic design and layout for products.
- 4) Prepare final versions of products.

- 5) Communications research
- 6) Writing and editing
- 7) Graphic design and research
- 8) Program outreach activity plans and distribution of promotional materials
- 9) Communication program implementation
- 10) Web based training courses for fellows, SBIR recipients or grantees.

### **Deliverables**

The contractor shall supply the following to the EPA WA COR upon receipt of technical direction:

- 1) Documents (includes possible items in categories mentioned above) - 3
- 2) Presentations - 2
- 3) Mailings - up to 2 of approximately 300 letters each
- 5) Research and implementation for communication strategies – 2
- 6) fellows responsibilities training module

### **B) Provide Exhibit Support for Conference and Meetings**

NCER frequently exhibits at professional meetings. Exhibits require some advance work and set up at the meetings as well as striking the exhibit and shipping equipment and supplies back to the office or the next meeting. The contractor may provide support for up to 5 meetings. The EPA WA COR will provide the list of meetings for which help is needed.

### **Tasks and Deliverables**

- 1) Determine dates for registration and shipping deadlines.
- 2) Gather materials for distribution in consultation with the EPA WA COR.
- 3) Prepare materials for shipping, including exhibit registration forms.
- 4) When the meeting is in the Washington DC metro area, assist with setup and striking of the exhibit.
- 5) Maintain inventories of exhibits and materials, update and repair as necessary.

### **C) Graphic Design and Production**

As the technology available for communications and outreach expands to include new formats and media, NCER must adapt the delivery of its information to include current (web and print) as well as the new technologies (video, blogging, web 2.0 to name a few on the immediate horizon). The contractor may provide support for conversion of existing material and development of new material to fit the new technologies for up to 4 projects.

### **Tasks and Deliverables**

- 1) Provide audio and videographer support and production for interviewing NCER POs, fellows, P3 teams and SBIR business people at NCER meetings.
- 2) Provide graphic design and production support posters and other large format information products –

### III. General Requirements

#### A) Schedule of Deliverables

To be determined by technical direction for each product.

#### B) Staffing

In the work plan, the contractor must identify qualified staff to perform tasks provided in the work assignment.

#### C) Conflict of Interest

The contractor shall disclose any conflict of interest regarding this work.

#### D) Management Controls

Analysis and materials prepared by the contractor will be based on information obtained by contractor at the direction of the EPA WA COR. Information in support of this work assignment will be provided to the contractor directly from NCER staff members.

Periodic meetings between the EPA and contractor work assignment managers are encouraged to discuss any questions that may arise during performance or completion of this work assignment. At the EPA WA COR's discretion, these meetings may occur via teleconference or video conferences. The contractor shall document these meetings and submit copies of this correspondence to the EPA WA COR.

The EPA WA COR may identify one or more EPA technical representatives for this work assignment. Interaction between the contractor and any EPA technical representative(s) designated by the EPA WA COR is solely for the purpose of presenting and discussing the information, analyses, results, or presentations related to this work assignment. The interaction will be technical communication vice technical direction. Per the technical direction clause EPAAR 1552.237-71 of the contract, the EPA PO COR and the EPA WA COR or alternate EPA WA COR are the only representatives of the CO authorized to provide technical direction.

Per the technical direction clause, the CO and PO will be provided with copies of all technical direction.

<b>EPA</b> United States Environmental Protection Agency Washington, DC 20460 <b>Work Assignment</b>		Work Assignment Number 4-19								
Contract Number EP-C-08-010		Title of Work Assignment/SF Site Name NCR Communications Support								
Contractor SCIENTIFIC CONSULTING GROUP, INC, THE		Specify Section and paragraph of Contract SOW 2.3 & 2-4								
Purpose: <input checked="" type="checkbox"/> Work Assignment <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Period of Performance From 12/01/2012 To 11/30/2013								
Comments:										
<input type="checkbox"/> Superfund         Accounting and Appropriations Data <input checked="" type="checkbox"/> Non-Superfund										
SFO (Max 2) <input type="checkbox"/> Note: To report additional accounting and appropriations data use EPA Form 1900-69A.										
Line	DCN (Max 6)	Budget/FY (Max 4)	Appropriation Code (Max 6)	Budget Org/Code (Max 7)	Program Element (Max 9)	Object Class (Max 4)	Amount (Dollars)	(Cents)	Site/Project (Max 8)	Cost Org/Code (Max 7)
1										
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Authorized Work Assignment Ceiling										
Contract Period:		Cost/Fee:				LOE:				
12/16/2008 To 11/30/2013										
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Total:										
Work Plan / Cost Estimate Approvals										
Contractor WP Dated:		Cost/Fee:				LOE:				
Cumulative Approved:		Cost/Fee:				LOE:				
Work Assignment Manager Name Kathi Wiser						Branch/Mail Code:				
_____ (Signature)						_____ (Date)				
Project Officer Name Melissa Revely-Wilson						Phone Number 703-347-0334				
_____ (Signature)						_____ (Date)				
Other Agency Official Name						FAX Number:				
_____ (Signature)						_____ (Date)				
Contracting Official Name William Yates						Branch/Mail Code:				
_____ (Signature)						_____ (Date)				
						Phone Number: 513-487-2055				
						FAX Number:				

# **PERFORMANCE WORK STATEMENT**

**Contract Number: EP-C-08-010**

**Work Assignment Number 04-19**

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**Title: NCER Communications Support**

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**SOW Section & Paragraph: 2.3 – 2-4**

**PERIOD OF PERFORMANCE:** Option Year 4: Issuance to November 30, 2013

## **I. Introduction**

The National Center for Environmental Research (NCER) implements four unique environmental science programs: Science to Achieve Results (STAR) research grants program, undergraduate and graduate student fellowships, the Small Business Innovation Research (SBIR) program, and the P3 – People, Prosperity, and the Planet – Student Design Competition in Sustainability. The success and impact of these programs rely, in part, on extensive communications and outreach activities. This work assignment is for support for all of NCER's programs in communications activities and products.

## **II. Scope of Work**

### **A) Develop Outreach and Communication Materials**

Provide editorial and graphic support to produce various print and multimedia products that explain NCER programs, projects and policies. These products may include 12-25 of any of the following: reports, booklets, brochures, posters, presentations, fact sheets, press kits, information packets, business cards, postcards, advertisements, flyers, and mailings..

**Tasks:** The contractor shall perform the following activities:

- 1) Draft text from existing materials supplied by the EPA WA COR.
- 2) Edit text at different levels - substantive edit, copyedit, and proofread - as directed by the EPA WA COR.
- 3) Propose graphic design and layout for products.
- 4) Prepare final versions of products.
- 5) Communications research
- 6) Writing and editing
- 7) Graphic design and research
- 8) Program outreach activity plans and distribution of promotional materials
- 9) Communication program implementation

### **Deliverables**

The contractor shall supply the following to the EPA WA COR upon receipt of technical direction:

- 1) Documents (includes possible items in categories mentioned above) - 5
- 2) Presentations - 4
- 3) Mailings - up to 2 of approximately 300 letters each
- 5) Research and implementation for communication strategies - 4

#### **B) Provide Exhibit Support for Conference and Meetings**

NCER frequently exhibits at professional meetings. Exhibits require some advance work and set up at the meetings as well as striking the exhibit and shipping equipment and supplies back to the office or the next meeting. The contractor may provide support for up to 10 meetings. The EPA WA COR will provide the list of meetings for which help is needed.

#### **Tasks and Deliverables**

- 1) Determine dates for registration and shipping deadlines.
- 2) Gather materials for distribution in consultation with the EPA WA COR.
- 3) Prepare materials for shipping, including exhibit registration forms.
- 4) When the meeting is in the Washington DC metro area, assist with setup and striking of the exhibit.
- 5) Maintain inventories of exhibits and materials, update and repair as necessary.

#### **C) Graphic Design and Production**

As the technology available for communications and outreach expands to include new formats and media, NCER must adapt the delivery of its information to include current (web and print) as well as the new technologies (video, blogging, web 2.0 to name a few on the immediate horizon). The contractor may provide support for conversion of existing material and development of new material to fit the new technologies for 4-6 projects.

#### **Tasks and Deliverables**

- 1) Provide audio and videographer support and production for interviewing NCER POs, fellows, P3 teams and SBIR business people at NCER meetings.
- 2) Provide graphic design and production support posters and other large format information products – 10

### **III. General Requirements**

#### **A) Schedule of Deliverables**

To be determined by technical direction for each product.

#### **B) Staffing**

In the work plan, the contractor must identify qualified staff to perform tasks provided in the work assignment.

### **C) Conflict of Interest**

The contractor shall disclose any conflict of interest regarding this work.

### **D) Management Controls**

Analysis and materials prepared by the contractor will be based on information obtained by contractor at the direction of the EPA WA COR. Information in support of this work assignment will be provided to the contractor directly from NCER staff members.

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Per the technical direction clause, the CO and PO will be provided with copies of all technical direction.

#### **Work Assignment COR:**

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